In current situation, mostly we see common problem in medical surgery is need of blood and need of organs donor. We are calling blood banks to check availability of blood and request our friends to donate blood when any of our knowing person meet an accident or want to do surgery.

There is no common cockpit available to know about availability of blood and donor nearest to us.

This IOT Organ donation application helps doctor to find availability of blood and organs nearest to him. Single application which store all details about donor and doctor and patient needs.

**Benefits of Organ Donation Application**

- Can able to register donor and maintain donor details
- Can able to check availability of blood in blood bank which nearest to them
- If blood not available in nearest blood bank, can able to get donor details who available nearest to donate
- Can able to add blood details to blood bank if donor donate blood
- Can able to search availability of organs like Eye, Heart, liver etc.,
- Can able to track request made, know estimated time and contact point of contact to arrange surgery
- Register donor and use donor details in all the places wherever need
- Check reminder and alert notification about patient needs
- Can be accessible by doctor, Blood bank member or Nurse
Persona

Thomas Jayden

Age: 37
Work: Doctor
Family: Married to Jul.
Location: New York
Character: Humility, Passion

Bio
Disciplined and confident Physician with UK license and Board Certification in Internal Medicine. Extensive in hospital and clinical settings. Strong background working with minority and low-income populations.
1. Preventive care expert.
2. Good bedside manner
3. Family practice professional

Goals
- Assessing and planning treatment requirements
- Performing surgical procedures
- Providing general pre- and post-operative care
- Monitoring and administering medication

Frustrations
- Very hard to get blood when planning operation and no donor details available who ready to donate.
- Undertaking patient consultations and physical examinations
- Different application for Organ donate, Blood bank, Register and only available in desktop.
- Can't able to track blood, organs by our self when we have requested.
- No single point for register donor and reuse their details and add donated details.

Needs
- Mobile Application which help me to find blood and organs availability around my area.
- Register Blood and Organs donor to donate
- Need to add blood details to blood bank once donor donated
- Need to track organs and blood once requested
- Need to check patient's critical needs through that Application.

Motivation
- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Brands

Preferred Channels
- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELINGS</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomorrow heart transplantation Operation for patient Dennis.</td>
<td>What time tomorrow?</td>
<td>Patient record</td>
<td></td>
</tr>
<tr>
<td>Check blood availability</td>
<td>Is required blood available?</td>
<td>Oh! It is not available</td>
<td>Blood availability record</td>
</tr>
<tr>
<td>Check blood availability in nearest blood banks</td>
<td>Is blood available in nearest blood bank?</td>
<td></td>
<td>Blood bank Record</td>
</tr>
<tr>
<td>Call nearest blood bank</td>
<td>Not available in some blood banks!</td>
<td>How to know available blood bank?</td>
<td>Phone</td>
</tr>
<tr>
<td>Call Donor</td>
<td>Is the donor available and can able to donate?</td>
<td>How many call I should have made?</td>
<td>Phone</td>
</tr>
<tr>
<td>Request for Blood</td>
<td>Atlas I found source and requested</td>
<td></td>
<td>Phone</td>
</tr>
</tbody>
</table>
As a Doctor I need a way to find blood availability and organs arability nearest to my hospital so that I can able to do operation, Organ transplantation and save many lives.
| ![Blood Needs](#) | Use to get Blood nearest to you and blood donor if blood not available in Blood banks. |
| ![Blood Donation](#) | Use to add donated blood to blood bank details. Donor should be registered in this application before add donated details. |
| ![Donate](#) | Use to donate organs and make it as available. Donor should be registered in this application before add donated details. |
| ![Find Organs](#) | Use to find organs availability nearest to you. Request organs from available hospital |
| ![Track Organs](#) | Use to track organs which you have requested. Can able to contact POC and know arriving time to arrange operation. |
| ![Register](#) | Use to register before donate. Basic registration. |
**Home Screen** use to choose required service
- Right side header button use to get Alert notification and change setting

**Blood Selection Page**
- Select required blood type
- If available, it navigates to google map where you can find blood bank details where blood available
- If not, it shows alert pop up message to navigate to blood donor who available to donate nearest to you

**Blood /Organ availability Page**
- Select available bank
- It navigates to blood bank page
- Make call/Message to request

**Donor Registration page**
- Registration page to register donor
- Should need to provide finger print

**Blood Donation add Page**
- This page used to add blood donated details
- Donor identified by Donor ID or finger print

**Organ Donation add Page**
- Organ donated page to add donated organ
- Donor identified by their finger print
Track Blood/Organ Request Page
- Tracking page which show your requested details
- Click item to navigate to GPS tracking page

Track request page
- Select Car/ Transmission medium to know about point of contact details
- Call contact from call icon
- Estimated arriving time available to arrange operation for patient

Blood Donor Page
- Blood donor details with away details and last donated details
- Select donor to call

Organ Needs Page
- Organ needs page
- Select organ which show nearest available hospital

Blood Bank Detail Page
- Blood bank details page
- Call to blood bank by click phone number to request
- Request through message by click send message

Request Page -Message
- Blood donor details with away details and last donated details
- Select donor to call

Link to Prototype: https://marvelapp.com/60a9fda